



Receptions Banquet Center
1379 Donaldson Rd, Erlanger, KY
Thursday, August 17, 2006

www.ChinaBizConference.com

AGENDA

8:30 am – 9:00am

**Registration & Continental Breakfast
NETWORK WITH EXHIBITORS**

8:45 am - 9:00am

Welcome - Marc Otto, Mayor-City of Erlanger

9:00 am - 10:00am

China's Commercial Landscape: Current & Emerging Issues
Bill Lawton, Commercial Officer, U.S. Commercial Service
Formerly based at the American Consulate in Shanghai

10:00am - 10:30am

Toolkit for U.S. Companies - Local Trade Resources

- Northern Kentucky International Trade Association: Matt Ruecker, Vice-Chairman
- U.S. Commercial Service: Sara Moreno, Director-Lexington
- Kentucky World Trade Center: Holley Groschek, Executive Director
- KY Cabinet for Economic Dev't: Mark Peachy, Director-International Trade
- State of Ohio – International Trade Division: Kari Garnes, Trade Advisor
- Cincinnati USA Regional Partnership: Tamara Lang, Program Director
- Hong Kong Trade Development Council: Mr. Richard Tam, Director, Chicago Office

10:30am – 11:00am

NETWORK WITH EXHIBITORS

11:00am – 12:00pm

Protecting Your Intellectual Property

Conrad Wong, Attorney-Advisor, Office of Enforcement
U.S. Department of Commerce U.S. Patent & Trademark Office (USPTO)

12:00 - 1:20 pm

Luncheon Keynote Address

Introductory Remarks: Robert Brown, Partner, Greenbaum, Doll & McDonald

Welcome Remarks: Martha Layne Collins, KWTC Chair & CEO; Former Governor of KY

U.S.-China Trade Relations Top-to-Bottom Review:

A New Phase of Greater Accountability & Enforcement

Tim Wineland, Senior Director–China Affairs

U.S. Trade Representative (USTR)

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Continued on page 2



AGENDA (cont)

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1:30pm – 4:00pm

Assessing & Reaching the Chinese Market: Completing your Transaction

1:30pm – 2:00pm

Negotiations & Contracting

Paul Allaer, Partner, Thompson Hine LLP

Frank Chaiken, Partner, Thompson Hine LLP

2:00pm - 2:30pm

Customs & Logistics: The Challenge of Getting Your Products to Market

Larry Christensen, Vice President – Export Controls, JPMorgan Chase Vastera

2:30pm - 3:00pm

Keys to Successful Trade Financing

Sam Moore, Head of Trade Finance, Fifth Third Bank

3:00pm – 3:30pm

Mitigating Credit Risk

Maria Mercedes Plant, Partner, International Risk Consultants

3:30pm – 4:00pm

Collecting Business Intelligence & Due Diligence

Louise Kern, Managing Director, GLOBIS

4:00pm - 4:15pm

NETWORK WITH EXHIBITORS

4:15pm – 5:00pm

Local Perspectives on Doing Business in China

Daniel B. Cunningham, President/CEO, Long-Stanton & Lee (www.LSandLee.com)

Gerald Plappert, CFO, Fisher-Klosterman (www.fkinc.com)

Mark Stoller, VP Global Manufacturing, SWECO (www.sweco.com)

Kathy Gosser, Senior Director, Yum! Brands, Inc. (www.yum.com)

Topics include: B2B Perspective in China, Challenges
Strategies for Success, & Lessons Learned

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